



BILLBOARD

ADVERTISING

A
Monthly
Magazine

CHRISTMAS NUMBER
1895

MODERN METHODS
OF ADVERTISING

PRICE 25 cts



FAME

Solicits ideas



which are really bright or practicable;
they must be original and relate to advertising only.

FAME stands free from entangling alliances, has faith in advertising and seeks its general advancement, not in one direction, but in every possible line. Without capricious criticism, but with a sincere attempt to present the truth, FAME does its best to promote the higher interests of advertisers and publishers, and of agents, both general and special. Many advertising journals emanate from agencies which seek direct control of the advertisers' outlays, and whose trade is confined to one branch of advertising. FAME will be kept free from all connections which would bias its judgment. It will be devoted to the study of advertising and will serve, to the best of its ability, all honest effort which tends to advance that business. Private animi, petty personalities, petty pulls and individual ambitions are strangers to its columns. It aims to uphold and aid the broad interests of the advertising world. In this effort it bespeaks the aid of all workers in that field, either in contributions (which will be paid for) or in subscriptions and advertisements.

ONE DOLLAR per Annum, POSTPAID to any part of the World.

...Edited and Published by...


ARTEMAS WARD, UNION SQUARE,
NEW YORK CITY.

J. H. DAY & CO.

COURT, BROADWAY and EGGLESTON AVENUE.
CINCINNATI, O.
35 MURRAY STREET, NEW-YORK.

You Must Know

That primitive methods are out of date in this era of machinery. This applies to the manufacture of paper for bill posters as well as to the most extensive industry whose machinery investments represent millions. You can't afford to risk paper by hand. Economy dictates the use of our machines for the purpose.



Our Machines Save

Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishments are complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



L. H. RAMSEY.

December, 1895.

PICTORIAL POSTERS

IN ORDER TO PRODUCE PROFITABLE PUBLICITY MUST BE:

- 1.—**STRIKING**, because in these days no design of a tame, ordinary, or mediocre character will catch the eye or excite the interest of the public.
- 2.—**APT** in design, because in this wise only can its legend be indelibly impressed upon the memory of the beholder.
- 3.—**ARTISTIC**, that is to say, well drawn, nicely finished, and carefully printed, for in no other way can a good impression be created.

If you desire your posters to combine all of these qualities, have them made by

The DONALDSON LITHO. Co.,
CINCINNATI, O.

BILL POSTING.

7c. per sheet, 25 days.

IN THE BUSINESS FOR THIRTY YEARS

DISTRIBUTING.

\$1.30 to \$3.00 per 1000.

O. P. FAIRCHILD & CO.,



CITY BILL POSTERS, DISTRIBUTORS,
AND GENERAL ADVERTISERS,

No. 16 East Fifth Street,

COVINGTON, KY.



COVINGTON, KY. is situated opposite Cincinnati, O., has a population of 80,000, and has the best electric car system of eight different routes in the world, which carry passengers to all parts of the city and vicinity, to the Ludlow Lagoons, which covers 80 acres of water and which is visited by thousands of strangers every day in the summer season; it also carries passengers to the Latonia Race Course, one of the finest tracks in the country. The Latonia Jockey Club has two meetings each year, Spring and Fall, thirty days each. It is also visited by thousands of strangers at every meeting. There are three railroads into the city, the L. & N., K. C., and C. & O. We have boards all along the lines.

Send for one of our New Large Billboards for Stands.

WE POST

Covington, Ky., Ludlow, Ky., Milldale, Ky., West Covington, Ky., Kamasole, Ky., District Covington, Ky., Broadway, Ky.

Estimates and Lists of Boards furnished on application.

WE DO

WINDOW WORK,
SAMPLE DISTRIBUTING,
CARD TACKING, Etc.

We employ nothing but Reliable Men.
NO BOYS.

LITHOGRAPHING.

2c. per line.

CARD TACKING.

\$1.00 per 100.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. IV, No. 4.

CINCINNATI, DECEMBER 1, 1894.

PRICE 10 CENTS.
PER YEAR, \$1.00.

The Unexpected Witness.

BY CHARLES W. DAV.



HE struggling for the bill of the town for the attention I requested brought me to the bill posters' office, and while I was awaiting the coming of the boss of the shop I moved the chair at his desk, with the intention of improving the

view by looking a few letters, but this intention was frustrated by the running conversation which was going on between the men of the press and those who were laying out their work to fit the stands on these respective sides.

First their talk aroused me, and then a story told by one of their number intensely interested me. My attention was first attracted by their shrewd comments upon the local managers and their methods, and the common plays and the merits of the players. There was not so much elegance of language in their opinions, but there was a deal of business, expressed with aptness and good sense which passed to me at least that they knew pretty well what they were talking about, and were keen critics of the drama.

For a while they talked of the future leads and news of rival bill posters in the larger cities, but, as this subject elicited some feeling, it was dropped at the command of the foreman, who exclaimed with some severity:

"You fellows just cook up on these choruses, lights don't go in this office."

All the benches being made up for the motor and put away, the foreman, sitting on the folding table, after producing his tale with some reminiscence of the past, in the days when the bill posters' desk stood with the traveling stores instead of the local managers, he started off with a story which seemed to hold the next attention of every one present.

The foreman of the bill posters was one of those few individuals gifted with the ability of telling a story effectively and inspiring confidence in the listener that he knew whom he was relating and was doing no damage to the truth. Without hesitating for a word or a pause to test his memory of events long passed, he took us honestly forward to a dramatic climax.

This is the way that he told his story:

"Nick Forrester was one the few successful touring theatrical managers of his time, and in his day made two or three fortunes, some of which, I am sorry to say, he was able to keep, as he died poor."

Nick's popularity was to be accounted for in several ways: he was a good, whole-souled fellow, made many friends on the

managers of to-day would stick up their noses at that in these times, but it was just business, and it stood for the locality every time.

"Now it is not about' author of the Forresters that I am going to tell you as they only figure in the story incidentally as it were. Now in his best days Nick played this town many times, and

At times, Nick saw this, and cut it to him as fit as he could without robbing himself of leading business.

"It is one of the strangest things in the world that I can't recall that young actor's name, but I never would admit of a man, even when my memory was better than it is now, and I have been thinking of a good many things since was taken, as you can see by the bare condition of the top of my head.

"That a name don't matter as much and will leave to let that go. Well everything the Forrester came to this town, they themselves and this young actor I am telling you about, stopped at the United States Hotel. They a good look a man with a good many ribs of other days. It was rather a high-toned station at that time but somewhat ancient; afterwards it was converted to serve the baggage and accommodate the trouble of receiving it on account of a lack of passenger.

"The hotel was kept right up to the mark in old man Stevens' time, and he put his hand upon the matter himself and saw every time. He was a father himself, and knew how to enter to the lower end. Nick Forrester and Stevens were a great comers, and best of all, he told you what kind of a man that man was, he paid to see the show, and he would not accept a penny from any manager. He might have been exhibiting a man with or have been presented with a gold medal.

"Old man Stevens had a daughter, the belle of this town, and the prettiest woman I ever saw in private or public life, and when this young actor I have been telling you about was here, why, he was about gone, dead in here with her, and so for some—little more nearly said her—why, she just recognized the situation.

"Forrester came to this town several times, and the actor and the hotelier's daughter enjoyed the whole very much.

"Of course at present a girl as pretty had a great many suitors, but to none did she look upon with such favor as the bright young actor.

"But the hotel clerk in the hotel did not see this a little bit, so he wanted to tell for himself. That the way of the world, when the right man wants the girl the wrong man wants her too. You have all read just such cases in stories, and mean such things in plays, and what I can't tell you about the situation you can just imagine.

"You see this hotel clerk was a red-blooded, calculating chap, and he was figuring it just in this way, and after I



"I COULD SEE HIM PLAINLY"

well, and his wife, the leading lady, was a universal favorite.

"The support of the Forrester was always good, the plays well received, and being a better and substantial, the Forrester was prepared. One of Nick's best hotels was to make an announcement in front of the curtains, and the Forrester was that popular that they always got a call every night. In fact, several of them, and then it was that Nick announced the next night's bill and announced his trumpet. I suppose that some of the world, high-toned

we were all glad to see him in this office, for he was the man to say "Clap!" every time he came in, and never went away without asking you if you had a mouth on you and if you would like to audition your lips.

"It is hardly necessary to say that the Forrester had a size lot of people in their company. They were all very up to G, and very much attached to the show and the management. One young fellow in particular was getting along right well with about parts, and was out and for an

PUBLICITY.

What is advertising? According to most engineers, professional publicists, and indeed most advertising journals, it is almost entirely outside of the regular newspapers and magazines, yet nothing could be more absurd. Every publisher who cites his own advertising, every man who has a business card or letter head printed is an advertiser. So is he who merely hangs a sign on his store front. The mere selection of a better or more prominent store location amounts to a direct advertisement. Personal letters, when they are sent out with a view of influencing others, are advertisements, as are advertisements and good advertisements at that. So it is with donations to the church and contributions to charity when they are made for the possible effect they may have on business associates.

Thus there are show cards, five lithographed charts and folders, notices, catalogues, booklets, pamphlets, letters, and finally, bill posting, mail signs, and bulletin posting. Hundreds and hundreds of thousands of dollars are spent in this way every year, and yet publicists pretend to believe that all of this expenditure is futile, unaccountable, and utterly without value. Their vanity is glaring. BILLBOARD ADVERTISING's platform is broad and broad. It is published in the interest of advertisers, and there is nothing objectionable in advertising, but what will increase its field and its considerations.

For quick results use posters.

Discreet women patronize these hair-dressers who advertise.

They all need postmen—men, women and children; high and low, rich and poor.

Judicious advertising always pays, an earlier time, when, or where, it is done.

An advertisement that is concise, terse, succinct, and to the point, is a good advertisement.

If you want to reach all of the people all of the time try mail signs and printed billboards.

The Royal Lawrence Co. continues to think well of the merits of notices and letters.

In an instance the distinction falls on immediately as they do in their definition of advertising.

If you do not think well of your own work how can you expect the good opinion of others?

Good hair grows in your side is better than a long array of prices, but prices set by an owner to be dropped.

Whenever you can accuse a man who does not believe that advertising pays, do not write any time-out on his argument. He isn't worth it.

For personal, permanent publicity another crude business method and polished bill signs.

Newspaper space is valuable. Any fool knows that, but here a wit says indeed who knows that valuable it is.

A sign showing a sign in a plumber's window reads: "Call from Slicks," as he is remarked, "Any fool knows that."

If there had not been striking men in the billboards they could never have withdrawn the strikes made upon them by the press.

Whenever you can use a trade journal, do so. Their advertising columns are crowded with as much nonsense as their text.

When you do take the form of a real letter or booklet, for those to know distribution, you know that is not lost among a mass of other advertisements.

Women, as richer women's talk, is the best of all advertising; but how to get into the columns, there is the rub. Of one thing you must be sure, you can't lose this particular medium.

Class publications, in many instances, are bought for the news contained in the advertisements in their advertising columns. An ad in a paper of this kind is a paying investment every time.

Advertising is variously regarded as an art, a science, a gamble or a necessary evil, but in the level-headed business man it is a commodity, an article which is bought and sold, and which he utilizes and looks upon much as he does the services of clerks, the rent of a building, the cost of a telephone, heat, gas, etc.

You can have the leisure to undertake a systematic study of advertising, but every one ought to find time to learn its fundamental principles and obtain some feeling of its practical workings.

Give information.

Give reasons.

Give prices.

Forgo vanity.

Forgo conceit.

Forgo malice.

An exhibit of musical instruments made at the Hamilton Co. (O.), Feb. 2, at an estimated cost of \$3,000 (which included everything), offered direct sales amounting to \$2,000. In this way other amounts in which day so would have accomplished half at much.

There is one particular advantage that distributing matter enjoys over that of the magazine or newspaper etc. columns. It is in the matter of environment. Consider the efficacy of a newly printed, freshly written folder, placed in the hands of the housewife, with even a page all lost in voluminous pages of ads in a magazine.

In the highways.

In the ways.

In the busy thoroughfares.

In every spot.

Wherever you look.

You'll find the poster there.

It would be interesting to know how many retailers, in Ohio, take account of the large percentage of the daily newspapers which go out of town and circulate in country so remote that they can not possibly hope to receive any returns, even in the most refined manner. If a certain amount of money is put into posters one can have the satisfaction of knowing that he is at least reaching possible customers, for he can select the size of every poster put out.

THE ADVERTISER.

He has not made his appearance yet, but his address has been indicated. He is bound to show, for his existence is daily becoming more and more necessary. When he arrives and hangs out his shingle they will call him Zerkow, and he will write M. D. after his name, but M. will signify Mercantile instead of Medicine, and he will be known as advertising instead of physician. In that day a firm or a business which has become depleted as run down will not be allowed to hang out and die. As the recovery, they will call in the veterinarian in such the same manner that they condemn the family physician at present. The patient will be duly examined, the prescription given, and in a few weeks the business will be up and chugging, looking as vigorous as ever.

THE POSTER.

There may be, and is, lots said against billboard advertising, but we are forced to remark on the longevity of the poster. "Something good was made to last," is the motto of the poster. "Is the poster good for advertising purposes? Let's see! I think not and make such special mention to display themselves. Each work is mediocre, even in a hug (a few more). Is the poster spirit that kills. The poster does better work in some lines than the newspaper, and even more. Let us know that art (poster) is beautiful in its expression, and it is possible to make it as plain as different people with different degrees of effect. I do not see how it can be so good for one to have on such advertising on the poster. It's a little game of "hit or miss" with the newspaper. Space has its advantages in both, there is more for suggestion and growth interest. Some days ago I was out walking and ran upon a postman's press of poster work; it stopped me—there was a time when I claimed to be incapable against these poster "folks"—but it called for just what I wanted, and why, dear reader, shouldn't I say it? I expect another strong point for the poster, and that is, that it strikes with a strong blow, heavy people. If they glance at it, they think they always do—nowadays, it will break them off their "sit" or "the," whatever it is, it is a "mighty good thing," and they'll go home at night with a bundle of "it," or a package of it, or (as some say) a bottle of it, only to find that it was exactly what his wife or vigorously tried to write his loving notes.

There is no use for the chosen of advertisements to appear on either the dash is out after results, and he'd no more get it off of a single ad; a pound paper and an editor will, a gold engraved capital chosen in. It just is a case of "money" whatever's your's" without any very hardy proof. If some get returns who not others? The newspaper has it advantage, the poster it's advertising in each nation according to persons and position, class and constitution—money.

JAMES R. LOON.

Records in street cars have a peculiar and potent value, which has proved of almost infinite aid in advertising on a scale without the aid of any other medium.

HIGH-CLASS Half-Tone ENGRAVING.

SPED

good Photograph and Get's Good Cut.

PRICES

2x4. — \$1.50
3x4x4. — \$2.00
5x7x4. — \$2.50



French

2x4. — \$1.00
3x4x4. — \$1.50
5x7. — \$2.00

SEND

The Money With The Order.

The Hallock Photo-Engraving Co. Cincinnati

THERE WAS A TIME when out-door advertising engaged in the various phases of this craft were regarded as not

BUT TO-DAY, - it's different. As the science of business unfolded its hidden powers, the giant strength of "Display" in how to write nice, winsome newspaper advertising, strong argument was a problem of increasing pressure. How to get a general population was the great question. It was answered by the bill

BUSINESS RAISED ITS HAT, held out its hand to the magnate whose holdings rivaled a railroad franchise. The distributing matter. And the painter became an individual whose hand" of the heavy depositors in Eastern banks, and, in fact,

In the battle for recognition of out-door advertising no painter fe

GUNNING STAN

No other paint advertising contractor has spent one-tenth as much as Gunning's shout for "Ads of the Streets" has always been in the interests of the bill-posting fraternity for years. Gunning said: "Boys, for good service you deserve all there's in it, and we have done more to directly educate advertisers to an intelligent approach in the business. No other general sign painter has one-tenth as much as we have. And with more men (by, a safe guess, double the number) constantly, under regular district superintendents throughout the country has ever been perfected, the head of the procession of display Company. The leadership of this concern as the representative of the industry is as clearly merited as it is recognizable.

mediums were deemed catch-penny swindles, and when those descript rowdies, with no footing in the legitimate business world, less promotion developed, so did advertising, and, as advertising "force" stood out in sharp relief. The "experts" came, showed hints and convincing explanations, but how to "stir things up" sweeping display effect widespread enough to move an entire posters, the painters, - the boomers of business to-day.

and became "chummy." The bill poster became a municipal tutor became a respected authority upon "circulation" of advertisement and management of traveling genius wins the "glad successful advertisers everywhere.

ght as Gunning fought. As an exponent of the business in general

DS FOREMOST

the money that Gunning has in "missionary" work among advertising out loudest, and, in the broadest general way, has advanced has never asked a share of anybody's profits, but has always more." And in standing for Fair Prices for Good Paint Service has nation of Fair Prices for Good Posting Service than any other factor of the capital invested in Bill Posting as a business that Gunning (of all other general sign contractors put together) on the road United States, all working on the only organized system that advertising operators is plainly recognizable as The R. J. Gunning is out-door display advertising institution of the United States



PINK CABINET.

DEATH



Will soon meet its inevitable march on the old year. Youth and vigor—old age and decrepitude—are the morning and evening of all things material. This truth applies to business as well, but there is no advantage; the evil day can be put off by the infusion of new blood. A business has its birth, its growth, its period of seeming immortality, and finally, the end. Ward off the end infuse new blood, new ideas, into your shop. In other words, keep abreast of the times. It is positive economy to add to your outfit every labor-saving device obtainable.

We are the physician whom you should consult.

The Hamilton Manufacturing Co.

TWO RIVERS, WIS.

WOOD TYPE,

AND PRINTERS' FURNITURE, OF SUPERIOR QUALITY.

The great success of our goods prompts us to renewed effort. Our line is being constantly enlarged, and new embraces every article of wood used about a printing office. We work in BEAUTIFUL HARD WOODS, and finish in the natural color. Don't fail to have our catalogues. They cost no bits of money, but will save you much more. **ASK FOR OUR GOODS. THE BEST IS THE CHEAPEST.**

"The difference between

Heaven & Hell"

Take the Keeley Cure for Drunkenness at

The Keeley Institute of the East,

NO. CONWAY, N. H.

"The Finest Keeley Institute in the World."

THE MOST
OF THE BEST
FOR THE LEAST

This is to say, the **BEST** information ever advertising, of the **BEST** quality and character, for the very **LEAST** monetary outlay, may be had by advertising for

Printers' Ink

"The Little Informationer in the art of Advertising." It is published weekly, and is well thought with fresh pointers, valuable statistics and useful hints for

Ad | **vertisers**
| **can**
| **obtain**

If you **don't** you will get it for two dollars a year. If you fail to keep a printed ad as you wish to get it.

If you **don't** after January 1st, that you will find the advertisement price reduced, and you will better keep it for your own use.

Send your subscription to the publisher,

Geo. F. Smith & Co.

No. 10 Spruce St. New York City.

Sample City Print.

**25 YEARS IN
NEWPORT, KY.**

**PROMPT
SERVICE
GUARANTEED.**

Over 4000 Signs in
NEWPORT,
BELLVILLE,
BAYTON,
TORY TOWN,
CLIFTON HILLS,
COTE HILLS, KY.,
BUTTSVILLE,
SEAR PARK,
SHAWNEE PARK,
DIXONVILLE,
SHIPPERS LODGE.

THE FIRM OF
**G. H. OTTING & SON,
Bill - Posters - and - Distributors,
OF NEWPORT, KY.,**

Was established in 1891 and for a century has enjoyed the confidence and patronage of their business.
Business Office, 608 York St., NEWPORT, KY.

DISTRIBUTOR 15,000
FL. of Signs

**City Bill Poster.
BORU MARVIN,
AURORA, ILL.**
Population,
22,000
PARTER BILLBOARD.

SHOW PRINTING

Dates, 2-Month, Rogers, &c.

FON DU LAC, WIS.

P. B. Haber Printing House.

THE BEST and Cheapest on Earth

P. B. HABER, City Bill Poster,

GOOD WORK INSURES GOOD RESULTS.

FON DU LAC, WIS. POPULATION, 18,000

IT'S A LIVE TOWN, and HAS A LIVE BILL POSTER.



GEORGE ELSTON,
LICENSED
CITY BILL POSTER
Special Agent and Collector
RECEIVING AND SPECIALITY
Accounts, Gate Ledger Co., Wash.

SALAMAZO WICH.

J. E. McARTHUR,
Bill Poster and Distributor.
I am a native of this State and have been in the business of Bill Posting and Distributing for over 10 years. I have the highest reputation in this State and am well known to all the Bill Posters and Distributors of the State. My office is at the corner of the State and Main Streets.

Good Work

KNOX
MEADVILLE, PA.

Beneficial Results.

POSTERS PAY PROFITS.

JOHN A. LAKIN,

1866-1895

CITY BILL POSTER,

COOPERSTOWN, N. Y.

Revised Mailing List of 1,000 Names for sale. I post and make private bills, and paint signs.

C. A. HILMER, Rochester, N.Y.

all well known to me will have my personal attention.

SELDEN NYE,

Practical Bill Poster and Distributor.

100 N. Peach St., CHICAGO, ILL.

THE STAR

COLUMBIAN LEAD SUPPORT

AND ART-BATTLES.

THE DECATUR LEAD SUPPORT CO., Decatur, Ill.

MAGNETIC FOOT BATTERY

FOR RHEUMATISM, PAIN, SWELLING, AND ALL AFFECTIONS OF THE JOINTS.

FOR RHEUMATISM, PAIN, SWELLING, AND ALL AFFECTIONS OF THE JOINTS.

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FOR RHEUMATISM, PAIN, SWELLING, AND ALL AFFECTIONS OF THE JOINTS.

SHOW PRINTING THAT IS UP TO THE TIMES.

TYPE and BLOCK

WINTERBURN SHOW

PRINTING COMPANY,

CHICAGO, ILLS.

166 CLARK ST.

Work, The Place in America.

Mauberrret's Printing House, Limited

Printing Posters

all sizes all styles

Work THE FINEST PRICES THE LOWEST

Branches. 526 to 532 Poydras Street, NEW ORLEANS.

...Everywhere...

"STILL IN THE BUSINESS."

ESTABLISHED 1864.

My Reference is My Work, Which Speaks Louder Than Words.

ALBERT WEBER,

THE LICENSED

Bill Poster and Distributor

OFFICE: 330 CAMP STREET, NEW ORLEANS, LA.

Adjoining Phoenix Newspaper Bldg.

I WANT to hear from advertisers, retail or wholesale—who are willing to register for this advertising for six months or more. My references are: **Charles J. Zingg, Farmington, Me.**

Fischer's Distributing Agency.

O. A. FISCHER, Manager, 100 Parkman St., Boston, Mass.

A. F. FISCHER, 100 Parkman St., Boston, Mass.

O. F. FISCHER, 100 Parkman St., Boston, Mass.

OUR SPECIALTY: Patent Medicines and Newspaper Work.

OUR EXPERIENCE: Ten years in the business.

OUR GUARANTEE: Our reputation for good work.

OUR REFERENCE: River Road & Customer.

OUR PRICES: Our Extraordinary.

OUR TERRITORY: Oregon, South Canada, Neb., Kansas, Minn., Iowa.

OUR ADDRESS: 100 Parkman Street, CHICAGO, ILL.

SCHENECTADY, N. Y.

Has a KILL POSTER that can do justice to your work.

in the person of

C. H. BENEDICT.

He personally goes out to get your bill posted in the city.

MONTANA

Bill Posters' Association,

C. A. HARNOLD, Helena,

STATE CONTRACTOR FOR

Bill Posting, Distributing, and General Advertising.

Helena, Butte, Great Falls, Missoula, Anaconda, Bozeman, Great Falls, Billings, Deer Lodge.

J. M. Dabon and no other goes forth in haste, With bill and poster, And goes forth in all creation, His new vice who advertises In the present generation.

Torre Harnold, Ind.

THEY SAY: "I have seen the best of the best."

It Pays To Advertise

- Printing Presses.
- Printing Inks.
- Printers' Furniture.
- Type.
- Paste.
- Paste Brush Handles.
- Paste Mixers.
- Posters.
- Tickets.
- Paper Cutters.
- Printing Offices.
- Boilers.
- Ragines.
- Office Furniture.
- Electrotypes.
- Photo-Engravings.

In the Estimates of **Billboard Advertising.**

Bill Posters!

Best Paste Brush Handle on Earth.

I HAVE THEM. YOU NEED THEM.

NACK W. PEACHEE, 15 Water Street, BIRMINGHAM, IND.

H. I. WILCOX,
General Bill Poster and Distributor
"Holland" Billboards, Signs of America
ST. LOUIS, MO. - Erieport, Ga., Ill.

REPAIRS
International Bill Posters' Ass'n.
International Ass'n of Dis-
tributors of North America
ADDRESS
Address, 508 S. High St.

TRUST YOUR WORK TO
E. TIEMANN.
City Bill Poster and Distributor,
BELLEVILLE, ILL.

Pine Bluff, Ark.

CHARLES SENYARD,

Sign + Writer + and + Bill + Poster,

City Population, 15,000.

Jefferson Co. Population, 45,000.

Special attention given to billposting and advertising matters. All work guaranteed.
Business conducted on advertising throughout the State.

REFERENCES—Bank of Pine Bluff, Merchants and Farmers Bank.

"WE STICK UP FOR ALL"

SAN DIEGO BILL POSTING CO.

FRED. F. STUTZ, Manager.

SAN DIEGO, CALIF.

G. RUNEY & SON,

WAUKEGAN, ILLINOIS.



IF doing a little bill posting occasionally, I have
a few things that I **DEAD** with of the day and place
to save you some time. **WEDGE** the bill of paper
if I had with the material that **ON YOU**
might be one day the owner. **Wedge** the bill of paper
C. E. CROSS, Manager, 30.

E. S. CARPENTER,

MANAGER OF MUSIC HALL

City Bill Poster and General Distributor

WORK WELL DONE OR NO PAY.

Danlston, Windham County, Conn.



Bill Posters and Distributors,

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE.

Have you seen the New Model No. 2—

Improved American Typewriter? \$8



Cooklike New Style and Improved Construction designed to the simplicity and ease of those
made of the No. 1. It is a machine also capable of simplicity and simplicity, being easily disassembled,
portable, and durable. Writes in capital, small, or ribbon, any given form from the type which
remains with the correct alignment, and can be used for any, handily and completely.

Our Third Year and No Connection. Send for catalogue and letter written with it.
AMERICAN TYPEWRITER COMPANY
1077 HALL SQUARE, NEW YORK.

LACONIA, N. H.
POPULATION 15,000.

J. F. HARRIMAN,
CITY BILL POSTER and DISTRIBUTOR
Open from 9:00 a.m. to 6:00 p.m. Work Guaranteed.

ST. LOUIS — **PHOTO-ENGRAVING CO.**



SEND FOR SAMPLES

WALKER & CO. S. E. Walker Detroit, Mich.

OFFICE, 53 HOWLAND STREET.

Bill Posters and General Advertisers,

Please to see Year 1901, and for the 1902
Members Associated Bill Posters' Association, and Whipple State Association.

SURE AS "DEATH AND TAXES"

WHEN YOU
USE THE
BILLBOARDS
IN
LEXINGTON,

SURE. That it's the best town in the "old
world," that the people have money to spend,
SURE. That every town of your size will
be RANSEY & CO. will be posted in
good locations, on good bills, with
good men, and not too many in a place.
SURE. That it will not be covered with other
your small town is up.
SURE. That if you don't pay the price you
don't pay.

SURE. That if you do for the girl
you get more for your money
(Don't you expect it?)



OUR
ART
BULLETINS
UNEXCELLED.
30 CENTS
A FOOT
A MONTH

RANSEY & CO.
LICENSED
EXP'D.
DATE: **Bill Posters**
DISTRIBUTORS
GENERAL
ADVERTISERS



THE E MAIN,
NEXT DOOR TO
POST OFFICE

The Price: 7 Cents 30 Days.

Jno. L. Whelan,

Chicago Representative of
The Donaldson Litho. Co.

Communications to
3215 Prairie Avenue.



J. GARLICK,
City Bill Poster and Distributor.
NEW ORLEANS, LA.

Branches:

Boston,
Chicago,
Cincinnati,
New York,
Philadelphia,
Pittsburgh,
Portland,
St. Louis,
St. Paul,
Tampa.

Branches:

"Phone 1011"
"Phone 1011"
"Phone 1011"



Branches of
Wholesale,
Samples,
Bottles, etc.
Throughout the
New England
States.

Send for
Our Prices.

Small O. Arnold, Gen. Manager,
No. 22 South St. Boston.

Charles C. Lee, Asst. Manager,
No. 100 South St. Providence, R.I.



Once Again Filling Orders.



For a short time we have been entirely out of two sizes of the IMPROVED BROWER QUOIN, but we believe that from now on we shall surely be able to keep up with all demands upon us. So send in your orders, please. Large size, only \$1.75; medium size, only \$1.50; and small size, only \$1.40. -Steel keys, 50 cts. each.

Every printer, who has any other standard quoin, should write for our circular, in which we tell how he may substitute the Improved Brower at nominal expense.

Those who know, say that the Brower Quoin is way ahead the best thing of its kind ever brought out. Have you seen the circular we issue, describing it? Don't let your neighbor get ahead of you in this. It is no trouble now to have absolute register in color work.

We also make many other articles needed by printers. Our goods are all high grade, and our prices, unprecedentedly low.

UNION QUOIN CO., 358 Dearborn St., CHICAGO.

READING Bill Posting Co. Reading, Pa.

All kinds of posting and distributing done promptly. Satisfaction guaranteed or no pay. Locations the best in the city. Office at the Academy of Music.

JOHN D. WISLER, Manager.

STEVENSON & SOLOMON, CITY BILL POSTERS JACKSON, MICH. DISTRIBUTING A SPECIALTY.

CLAYTON E. DOUB,
220 N. Main St. BAKERSTOWN, MD.
Distributor and Sampler.
REFERENCES FURNISHED

Bay City, Mich. Bill Posting Co.

Distributing Promptly
Attended to. . . .

E. J. Bloomfield,

G. RUNEY & SON, Distributors & Bill Posters



LIVE AND LET LIVE.

"Advertising is the key note to success." BILLBOARD ADVERTISING.
REFERENCES: Endorsed, For and Highly Recommended. [CIRCULAR] [OF TERMS] WAUKESHA, ILL.

PADUCAH, KY.

All Boards made of hinged and gapped lumber, perfectly light.



FLETCHER TERRELL, Mgr. City Bill Posting & Distributing Co.

Willkes-Barre Bill Posting Company,
N. H. BURBINDER, MANAGER.
City Bill Posters and Distributors.

We do Bill Posting, Distributing and Card Tacking
Out-Door Advertising of All Kinds. 7 W. Market St. WILKES BARRE, PA.

HENRY C. WILMOT City Bill Poster & Distributor.

Work done promptly and satisfaction city
33 S. MAIN STREET
ANN ARBOR, MICH.

LIMA, O. Dec. 1.

Lima is full of Billboards.
Our paste is full of glue.
Don't wait, has give us a call,
And see for yourself,
At the end of thirty days,
If what we say is not true to the day.

W. E. & E. B. Tirrell BILL POSTERS and DISTRIBUTORS.

HOLLAND, MICH. FEB. 6/98

J. Van den Berg,
CITY BILL POSTER,
DISTRIBUTOR AND CARD TACKING.

C. FRANK TROTT ABOUT ADVERTISING.

I Post Bills, Distribute Circulars and Samples,
Tack up Signs and Posters, and do everything else
connected with advertising.
C. FRANK TROTT,
City Bill Poster,
JACKSON CITY, KANSAS.
Telephone 306. 3 miles from Paul, KAN.
Leave with reference

TO  THE

3d Annual Convention

Protective

League of American Showmen

—AT—

CINCINNATI,

January 7, 8 and 9, '95.

~~~~~

**Solid**

**Unstilted**

**Crains.**

**TAKE THE**

CINCINNATI HAMILTON & DAYTON RY.

CH&D

~~~~~

CINCINNATI

INDIANAPOLIS CHICAGO DAYTON TOLEDO DETROIT

TO  THE

Special & Convention

International

Asssocation

of

Distributors,

—AT—

CINCINNATI,

January 8 and 9, '96.

~~~~~

**Superb**

**Dining, Parlor and**

**Sleeping**

**Car Service.**

For particular information as to rates, schedules, and through our service, call on or write,  
J. A. GLENN, Gen'l Trav. Pass. Agt.,  
CHICAGO, ILL.

JOHN SUTABLE, Gen'l Pass. Agt.,  
INDIANAPOLIS, IND.

J. H. TAYLOR, Gen'l Pass. Agt.,  
DETROIT, MICH.

**D. G. EDWARDS, General Passenger Agent, CINCINNATI, O.**



## Your Bill

If you take the enormous sum of a dollar if you permit, I intend to include in an instant subscription to AMERICAN BILLS, the only magazine in the world which tells you how to

Plan, Build or Beautify your house in the most money and of least cost.

Advertise pay bills attractively because they will be American Bills, per se.

Let us figure on your bill for advertising in it.

AMERICAN BILLS PER. CO., Knoxville, Tenn.

ONE COPY ONE DIME



**H. H. TYNER & CO.**

City Bill Posters and Distributors.

**SPRINGFIELD, O.**

Twenty-Five Years' Experience.

**Population 50,000.**

**Engraving Blocks. Basswood**

**and Cherry.**

Also, Type Stock for Small Centers.

A Large Stock of these goods always on hand. Can furnish all orders promptly. Highest Grades and Lowest Prices.

EDWARD T. REVERIN. CHARLES T. REVERIN.

**E. T. HEVERIN & BRO.**

LICENSED

**CITY BILL POSTERS**

COMMERCIAL ADVERTISERS.

**LOUISVILLE, KY.**

**Seller Bros. & Co., Collins Centre, N. Y.**

"Char's What They All Say."

That Seller and the bill always give you a square deal. They are

**The Southern Bill Posting Co.**

LICENSED

City Bill Posters, Distributors, Card, Sign and General Engraving and Commercial Advertisers.

Don't fail to send for the complete Special form for Distributing.

**KNOXVILLE, TENN.**

POPULATION 48,000.

E. C. BARNES, Manager. J. E. H. DOUGLAS, Party and Press.

**STAUNTON, VA., Pop. 12,000**

**WM. GLENN,**

**Bill Poster and Distributor.**

All work promptly and satisfactorily done.

**L. A. DANIELS,**

**Bill Poster & Distributor,**

**SANTA CRUZ,**

**CALIFORNIA.**

**THE CAPITAL**

**Ottawa, Canada. Pop. 50,000**

**ALEX. JACQUES**

**Bill Poster and Distributor.**

Also printers in weight increase with sign. Send, etc. 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1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-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